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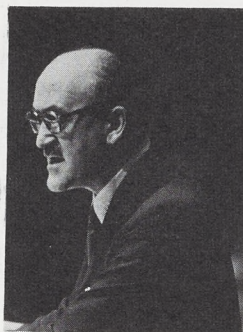
CALENDAR



Tues., Oct. 27 — Semi-Annual meeting of membership, 7:30 p.m. (See story, page 3.)

Thurs., Oct. 29 — Luncheon, 1 p.m.

Frank Aiken, Minister of External Affairs of Ireland, will speak on risks involved in the spread of nuclear weapons. Reservations, please. (See story, page 6.)



AIKEN

Thurs., Oct. 29 — Building Fund kick-off. (See story, page 3.)

Tues., Nov. 3 — Reunion dinner of the African-Sicily campaign correspondents. Cocktails, 6:30 p.m. Dinner, 7:30 p.m. General Omar N. Bradley guest of honor.

Wed., Nov. 11 — Book Night: *American Correspondents on the Western Front, 1914-1918*, by Emmet Crozier. Panels will include several World War I correspondents. Cocktails 6:30 p.m. Dinner, 7:00 p.m. Reservations, please.

TIME OPENS NEW CARIBBEAN BUREAU

Time-Life has opened a new Caribbean bureau based in Havana and has closed its bureau in Vienna, it was announced this week.

Dwight Martin has switched from bureau chief in Vienna to become bureau chief in the Caribbean. He will cover the entire area for *Time*, *Life*, *Fortune*, *Sports Illustrated*, *House & Home*, and *Architectural Forum*. Martin, 38, is a veteran foreign correspondent, having served throughout the Far East as well as in Europe.

In the future, *Time-Life* will cover Vienna and much of Eastern Europe from the Bonn bureau, which is headed by *John Mecklin*, 41. On the scene in Vienna, *Time-Life* will have stringer Ed Clark.

Murrow and Considine Named Fund Drive Co-Chairmen



BOB CONSIDINE

Edward R. Murrow and *Bob Considine* this week joined *Clare Boothe Luce* as co-chairmen of the fund-raising campaign to integrate present OPC headquarters with 33 East 39th Street.

Through acceptance of Mrs. Luce's invitation to join in the leadership of the drive, Murrow, nationally known radio and TV figure for CBS, returns to an assignment he carried on five years ago when the OPC conducted the fund-raising dinner which resulted in the Club's acquisition of its present quarters. Murrow's acceptance came in a telegram from London.

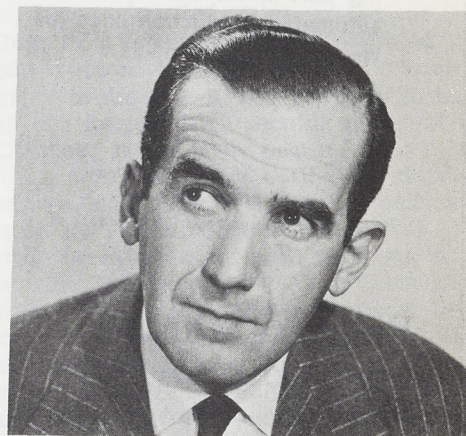
Considine, Pulitzer prize winner and recipient of the OPC Plaque Class I for the best press reporting daily or wire from abroad, is a veteran foreign correspondent. He served as OPC president in 1947 and 54 and is currently a columnist with the Hearst newspapers.

Goal: \$435,000

The press center project has picked up increasing momentum in recent weeks. In addition to Mrs. Luce, Murrow and Considine, 20 divisional chairmen and coordinators have been appointed to solicit funds from professional organizations and from individuals. They aim to collect \$435,000.

How will this money be raised?

Want a glimpse of what the main lounge will look like in the new World Press Center? Turn to page four for an artist's rendering!



EDWARD R. MURROW

To seek an answer, the group of 20 met at the clubhouse on Thursday, October 15. The group was addressed by Club President *John Wilhelm*, Chairman *Harold Oram* of the fund-raising committee, and *William Mapel*, consultant to the OPC.

30% from the Members

Oram suggested that 30% of the \$435,000 should be raised from among club members. The divisional chairmen, he said, should concentrate on soliciting the 1,500 resident members who use the club on a fairly regular basis. As Oram stated: "If the membership does its fair share, we can raise the rest from other sources."

The "other sources," Oram said, include foundations and individual philanthropists. "But we cannot approach them," he stressed, "until we are able to show them that we have done the best we could among ourselves."

That means the first burden will fall upon the members themselves.

The divisional chairmen will do much of the early solicitation. Each chairman has been asked to contact club members in his own professional field and to solicit donations from them. To make the job easier, each chairman has received lists of club members divided according to professional fields.

Very much progress already has been recorded. The building next door has been purchased. The job now, so the divisional chairmen were told, is to bring together the two buildings into a world communications center.

The Heald Machine Company

— a subsidiary of Cincinnati Milling Machine Co. — has been making machine tools at Worcester, Mass., since 1826. Its Heald "Bore-Matics" are known by production men around the world. In recent years, Heald has played a leading part in the development of automated production lines for various industrial fields.

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OVERSEAS TICKER



MOSCOW

Ovid Martin and another reporter rushed to phones in the airport when they arrived from Washington with Secretary of Agriculture Benson. The press bus (as usual) left without them. Stranded, and with no knowledge of the language, they were pondering the problem when AP chief of bureau Preston Grover appeared. Grover came out to cover Premier Khrushchev's takeoff for Peiping. He took them to the Intourist office, found a Russian girl who spoke English, and explained their plight. "But how did they happen to become separated from the others?" she asked. Grinning broadly, Grover replied, "Busy with espionage, of course." The girl took the two newsmen to a waiting room, went out and locked the door! Grover covered the takeoff and, not seeing the two, went back to his office. It was 45 minutes before a Russian official unlocked the door and escorted them to town.

ENGLAND

In Manchester, England, Eddy Gilmore was covering Prime Minister MacMillan's campaign. Huge crowds blocked

the way to the railway platform where MacMillan was due to speak. Gilmore found a railway official. "I'm from the Associated Press of America," he said. "Can you help me get to the platform?" Leading Gilmore through the crowds, the official shouted, "Make way, please. This gentleman has an appointment with the Prime Minister."

ROME

In Rome, a lady called the AP office to ask about the results of the World Series. She wanted to know (a) who won, (b) who lost, and (c) the name of the game that had been played. Mystified, an editor said, "If you don't know who played and what the game is, why do you care who won?" She replied, "I couldn't care less, myself. But my boss is an American and he seems to think it's very important."

TAIPEI

Flurry apparent in local news circles due to imminent arrival of Prof. Peter S.H. Tang of Georgetown University, author of *Communist China Today*, *Domestic and Foreign Policies*, and *Russian and Soviet Policy in Manchuria and Outer Mongolia*, currently doing research in the Far East for a new book.

Taipei Journalists' Association feted nine deportees from Indonesia, including veteran newsman, Ma Shu-li, jailed for some time on alleged charges of aiding the Indonesian rebels.

Dr. Hu Shih, father of China's literary renaissance, president of the Academia Sinica, attended conference of world philosophers in Honolulu and received his *nth* honorary degree from the University of Hawaii.

Five-member press party from Nagoya, Japan, touring Taiwan, included Takashi Wada, chief of foreign news section and cameraman, Takashi Eguichi.

Five overseas Chinese newsmen from Thailand visiting Taiwan are exhibiting 600 pix of Thailand Today for benefit of flood victims in central and southern Taiwan.

Clare M. Reckert, financial reporter for the *N.Y. Times*, is currently in Taipei. *Geraldine Fitch*

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Issue Editor: Marshal Loeb.

Managing Editor: Margaret Eklund.



Natürlich,
bin ich sicher,
ich habe es ja
in Newsweek
gelesen

Maison de France, West Berlin, Germany

HAWAIIAN NIGHT HELD AT OPC



From left to right: John Wilhelm, Club President; Li Ling-Ai, Republican National Committee Woman for Hawaii and former Oriental adviser to Robert "Believe it or Not" Ripley; Myra Waldo, dinner committee chairman and Dr. John Stolker from the University of Hawaii.

The OPC saluted the 50th state of the union at Hawaii night Wednesday, October 14. The evening was the first of the Regional Dinners Committee's monthly programs for the season under the committee's new chairman, Myra Waldo.

The new state's elaborate plans for celebrating its admission to the union next year were previewed by Dr. John Stolker, of the University of Hawaii. Greetings from the people of the islands were brought by two other guests of honor, Miss Ann Holt, director of the Hawaii Visitors Bureau in New York and Walt Wood, vice president of Aloha Airlines.

Robert Cole, of the *Journal of Commerce*, won the grand prize, a week at one of the Sheraton Hotels on Waikiki Beach in Honolulu. Jantzen swim suit sets were awarded to Grace Foster and Max F. Roden.

SEMI ANNUAL MEETING

All Committee Chairmen are requested to submit a one-page typewritten report on the activities of their committee during the first half of the Club year. Committee Chairmen will present the reports in person insofar as they are able to be present.

The club was decorated in festive Hawaii fashion. Orchid leis, flown to New York by Pan American Airways, were presented to all ladies. Singer Sterling Mossman and ukulele player Danny Regor came over from the Hotel Lexington's Hawaiian Room, to entertain during dinner, and the Hawaiian trio from the Luau 400 played during the cocktail hour, with Oahu Rum Punch the featured drink. With it was served coconut chips and lemi-lemi canapes. The menu included Kauai shrimp, Waikiki duck, string beans with water chestnuts, Koele palao (sweet potato) pudding, bombe Mauna Loa, and Kona coffee.

Wilhelm Extends "Aloha"

Richard Barkle, committee vice chairman, was in charge of arrangements, and President John Wilhelm extended the opening "aloha."

FUND DRIVE RECEPTION

Clare Boothe Luce is expected to be hostess at the cocktail hour to kick off the fund drive on Oct. 29.

The event which will be attended by campaign workers and Club guests will be held in the clubhouse dining room from 5 to 7 p.m.

PHILIPPINE STATESMAN TALKS ON S. E. ASIA

"In the Philippines newspapermen are the most powerful people in the country," said Hon. Salipada Pendatun, a majority-party floor leader in the Congress of the Island republic, during an OPC press conference last Thursday.

In a two-hour question-and-answer session, Pendatun covered the whole ideological warfare front in S.E. Asia. "The Philippines are the best showcase in which America can show her democracy outside the United States — for no other nation ever held a possession for 48 years and then granted independence without a war," he said.

Discussing Red China's relations with Russia, the Filipino leader declared that one reason for Khrushchev's "friendly tour" to the U.S.A. was a desire to build an answer to the burgeoning power of the Chinese.

A strong advocate of the development of new industries in the free countries of Asia and Africa, Pendatun said that American investments for such purposes would provide the best answer to Communism, and outlined legislative changes being made in Manila to encourage such investment. Most notable is a provision to allow prompt transfer of profits to U.S. banks, and guaranteed right to repatriate capital after six years.

A representative from the island of Mindanao, and former Governor of Cotabato Province, the Congressman said: "I come from an underdeveloped part of what you call an underdeveloped country." He urged that U.S. air bases ought not to be confined to Luzon, but be also placed on Mindanao, which is outside the typhoon belt.

A colorful character and an army officer, Pendatun refused to surrender to the Japanese, but remained with the resistance forces in Mindanao, where he rose to the rank of guerrilla general.

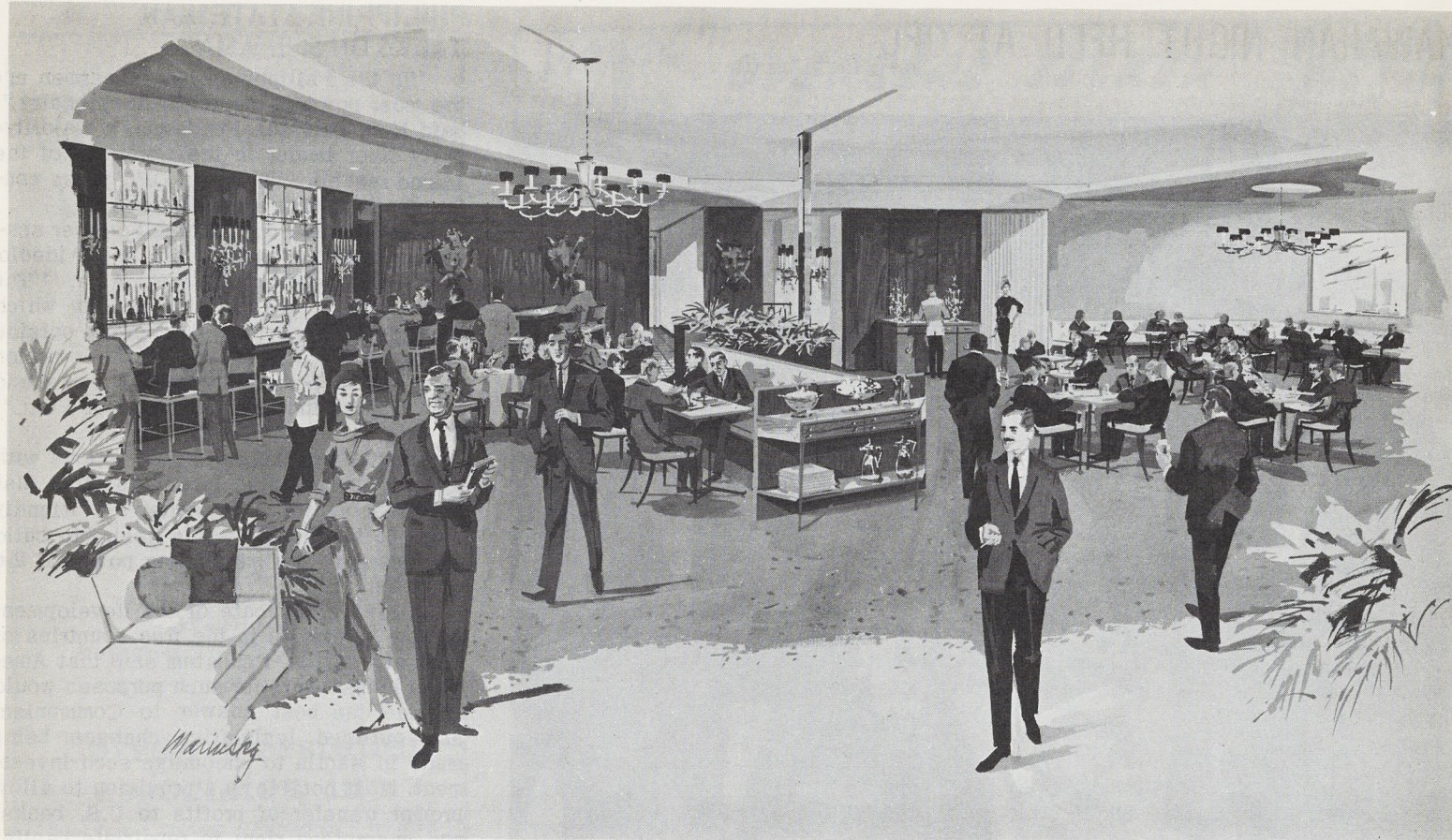
Mr. Pendatun's visit to the States was part of an economic mission to develop new sources of private investment funds, in which, he reported, he had already achieved considerable success.

His press conference at OPC, extensively covered by UPI, made front-page news in the Philippines and neighboring areas.

HENRY WOODHEAD 76, DIES IN LONDON

News has been received of the death of Henry Wandesford Woodhead, an active member of OPC, in London at the age of 76.

Woodhead, author and editor of books on China, spent nearly 40 years in the Far East. He served as correspondent for the *London Times* in Hong Kong, worked on the American edition of the *Shanghai Evening Post* and *Mercury* in New York and was editor of the *Far East Trader*, a weekly newsletter. Mr. Woodhead was decorated by various European countries.



ARTIST'S CONCEPTION: WORLD PRESS CENTER'S MAIN LOUNGE

THE FIRST FLOOR OF NUMBER 35 PLUS THE FIRST FLOOR OF NUMBER 33 EQUALS TWICE AS MUCH RECEPTION AREA.

THE SHADED AREA IS WHAT WILL BE ADDED WHEN THE WALLS COME DOWN.

In *The Bulletin's* travelogue series of What the New World Press Center May Look Like, this week we offer another architectural rendition now under consideration by the appropriate committees.

Moving downstairs from the projected new second-floor dining room (see last week's issue), we explore one proposal for a floor-through reception area and bar on the ground floor.

Spacious Hospitality Area

Main feature of the combined first floors of the 33-35 East 39th St. buildings will be a spacious hospitality area for greeting and entertaining members and guests. From the reception space, which will include a remodeled foyer and more convenient check room, members will enter a bar "with the new look."

Additional Table Space

Surrounding the room will be banquettes and tables seating at least 67 persons, thus removing some strain from even the expanded dining room upstairs.

The bar itself is expected to provide stools for 14, and standing room for

as many more as can find elbow or finger hold. This current project depicts a kidney-shaped bar.

Other Improvements

Another innovation will be a ground-floor powder room and men's lounge, as well as four telephone booths.

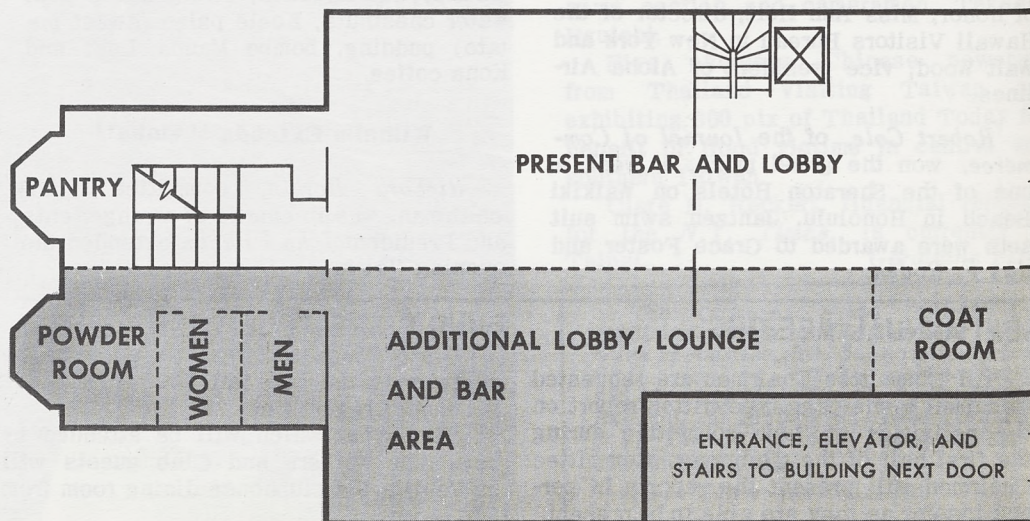
The Associated Press and United Press International tickers will be en-

closed in a glassed-in, sound-proofed area for ready reference by members.

Service helps will include a separate pantry space for loading dishes and arranging entrees.

While still under consideration, another possibility will be a closed-circuit television device to transmit dining room proceedings into the bar.

FIRST FLOOR



PEOPLE & PLACES

"My musket is lying rusted beside me, my faithful dog Wolf has disappeared and, instead of the little bearded men playing bowls, there are serious-faced young men with narrow-brimmed pudding hats and small square leather suitcases everywhere. My children still think football is played with the feet, Ed Sullivan and Arthur Godfrey are names without faces, banks are no longer open on Saturday mornings, but it's a fine feeling to be able to go out without an identity card in my pocket." These are a few first impressions of *Allan Dreyfuss* who has just returned to "the Old Country" after more than 15 years of radio, magazine, and wire agency work in Europe. Dreyfuss, who was last with Radio Free Europe in France and Sweden, was with ABC, *The Reporter*, Reuters, and others after covering the Nuremberg Trials for *The Stars and Stripes* after the war.

Chet Huntley back from 10 days in Ghana filming portions of a second report on "Emerging Africa." Will be shown on NBC News later this year.

Louis R. Rukeyser, formerly of the *Stars & Stripes* (European edition), leaves for London in December to become chief of the *Baltimore Sun's* bureau there. He has been chief political reporter for the *Evening Sun* for the for the last two years.

Reinhold Ensz, Berlin AP, passed through New York while on home leave... *Clint Green* has returned to the United States after two tours of duty — nearly five years — with USIS in London. Will be back in Washington late in November for reassignment... *Thomas J. Stone*, who covers the West Coast of South America for the AP, has returned to his base in Santiago, Chile after a circuit trip to Lima, La Paz, Quite and Guayaquil.

John A. Brogan, Jr., Vice President, Foreign Business, King Features Syndicate, re-elected to the Board of Directors and as Treasurer of the Inter American Press Association at the 15th Annual Meeting held in San Francisco.

William H. Baldwin, Jr., will take over as public relations director for the National Foreign Trade Council, Inc. on Nov. 1... *John La Corda* is new public relations council for the Sapphire Beach Hotel and Cabana Club in St. Thomas, Virgin Islands.

Arthur Fletcher appointed the National Newspaper Syndicate of Chicago as North American representative for Worldwide Press service... Former Governor *Averell Harriman* addressed the Greater N.Y. Chapter of the American Public Relations Association... *Bernhard Sobel*

(Continued on page 7.)

SPORTS PAINTINGS AT OPC

The current exhibition of paintings in the OPC main dining room covers major sports as seen by several leading artists who have achieved wide fame as interpreters of the drama and action of athletics.

The exhibition is a joint project on the part of Johnson & Johnson, world's largest manufacturer of surgical, baby and allied products, and *Sports Illustrated* magazine.

The paintings were executed by *Russel Hoban* and have just been returned to New York after a strikingly successful tour which included Chicago, Dallas and San Francisco.

This is the OPC's first exhibition devoted entirely to sports, and includes oils and pictures in other media. Hoban has done some of his outstanding work for *Sports Illustrated*, which is loaning several Hoban paintings which were not on the tour, along with pictures by other artists who have been contributors to the magazine.

The exhibit was arranged by *Joe Ryle*, Chairman of the House Committee.

WORLD PRESS POLITICAL CARTOONS EXHIBIT OPENS GRAND CENTRAL STATION

The International Federation of Free Journalists, jointly with the Association of American Editorial Cartoonists, is holding its world exhibition of political press cartoons. "The Great Challenge," in New York. Over 100 cartoonists, represented by nearly 500 works, from 50 countries are taking part.

The opening ceremony will be performed by Governor Rockefeller at Grand Central Terminal, Graybar Building entrance at 12:45 p.m., October 28. OPC Vice President *Ansel Talbert* and *Dean Barrett* of Columbia University's Faculty of Journalism, are among the members of the honorary committee, as are OPC member *B. Wierzbianski*, president of the International Federation of Free Journalists, and *Charles Werner*, President of the Association of American Editorial Cartoonists.

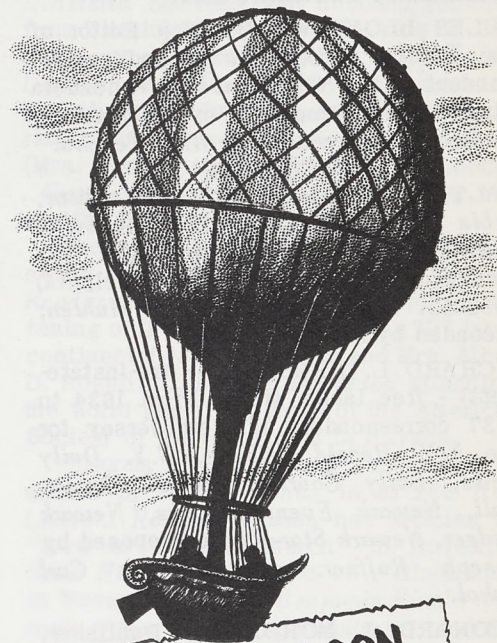
JOURNALISM AWARD TO LUBAR

Two articles published as a part of the series "A New Decade of Public Works" in *Fortune* magazine won a first place award for *Robert Lubar* in the magazine category of the 1959 Ted V. Rogers Journalism Awards.



LUBAR

Air Facts



2 MEN, 1 BALLOON AND NO PANTS!

ON A WINTER AFTERNOON IN 1785, JEAN PIERRE BLANCHARD AND DR. JOHN JEFFRIES SET OUT ON HISTORY'S FIRST FLIGHT OVER THE ENGLISH CHANNEL. HALFWAY ACROSS, THEIR BALLOON BEGAN LOSING ALTITUDE. TO LIGHTEN THE LOAD, THEY THREW EVERYTHING OVERBOARD — EVEN SOME OF THEIR CLOTHING. TWO HOURS AFTER LEAVING ENGLAND THEY ARRIVED IN FRANCE — WITH A NEW WORLD'S RECORD... AND NO PANTS!



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MEMBERSHIP APPLICATIONS

ACTIVE

JULIUS EPSTEIN - Foreign Correspondent for West German Newspapers in New York. Proposed by *Helen C. Lahey*; seconded by *Edward Hunter*.

JULES LLOYD WALDMAN - Editor of the *Caracas Daily Journal* and correspondent of the *N.Y. Times* in Venezuela since 1945. Proposed by *Richard M. Hudson, Jr.*; seconded by *Hugh Jencks*.

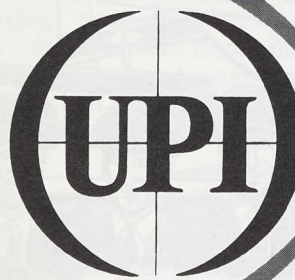
ASSOCIATE

WALTER F. HAHN - Executive editor, *Orbis* (The Foreign Policy Research Institute, Philadelphia) since Sept. '56. *Industrial Reporter* (Philadelphia) 1952/53. Proposed by *Norbert Muhlen*; seconded by *Norman Matson*.

RICHARD L. HENSCHER - (re-instatement) - free lance writer. From 1934 to 1937 correspondent in New Jersey for the *N.Y. Herald Tribune*, *N.Y. Daily News*, *Daily Courier*, *Newark Sunday Call*, *Newark Evening News*, *Newark Ledger*, *Newark Star-Eagle*. Proposed by *Joseph Ruffner*; seconded by *Carl Bakal*.

LEONARD J. MORDELL - Publisher, *Mordell's Directory of the Nation's Press* and other directories. INS and King Features Syndicate 1923/30 & 1943/45 (Chicago, St. Louis, Detroit, Canada). Proposed by *Will H. Yolen*; seconded by *J. Wendell Sether*.

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FIRST LUNCHEON OCT. 29

Frank Aiken, Minister of External Affairs for Ireland, will be the first luncheon speaker of the fall season, on Thursday, October 29. He will discuss the dangers inherent in the spread of nuclear weapons.

The tall, articulate Irishman who has generated repeated flurries of discussion and controversy in the General Assembly sessions of the past few years has been active in politics for most of his adult life. His fighting days began when as a boy of 15, he joined the Republican movement and was an active participant in Irish Rebellion raids against British supply depots. He served for twenty years as a member of the first De Valera Cabinet, and became Foreign Minister after the De Valera party returned to power.

He is currently leading the Irish delegation in the fourteenth Assembly, and exercising his considerable oratorical powers on behalf of restoration of the fundamental rights of the Tibetan people, as well as on phases of disarmament problems.

LETTERS



Dear President:

Recently I was privileged to be named Chairman of the annual Community Appeal campaign of the New York Arthritis and Rheumatism Foundation. In this campaign thousands of New Yorkers will call upon their neighbors to raise funds for the fight against arthritis, our country's worstcrippler. I am writing to ask for your assistance in bringing our message to your group.

Until recently arthritis was the most neglected major public health problem. The New York Arthritis and Rheumatism Foundation, organized by physicians specializing in this field, with the help of prominent laymen, is striving to make up for past neglect. It renders many services to arthritis victims, including support for clinics. Its rehabilitation programs have put disabled persons back on their feet and back on the job. It is stressing research which will someday find the cause and cure of the most crippling disease in the country.

We would be most grateful if you would announce our arthritis campaign to your group, urging members to volunteer a few hours for fundraising and urging them also to contribute. Your help will speed the day when eleven million Americans will no longer suffer from crippling arthritis.

Sincerely,
Dorothy Kilgallen
Community Appeal Chairman

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PLACEMENT

No. 601 Major corp. with international business, headquartered in Chicago area, needs qualified editor to head internal/external publication. Should be well rounded, experienced writer with publication background. Will direct staff. \$12,000. Resumes only.

No. 602 P.R. Publicity Director... network broadcasting exp. ... radio/TV and current placement contacts ... good 10 yrs. exp. required and top ref. Resumes only \$13,500.

No. 603 P.R. man with travel background needed who will do light traveling but work from N.Y. must have some transportation exp. ... \$10,000. Resumes only.

No. 604 Business mag. Seeks associate editor with solid reporting-writing experience; newspaper and magazine background. Opp. for advancement unlimited. \$8,000. Resumes.

No. 605 Ed. publicity man needed with good contacts and ability to work with top executives ... young and with good fresh ideas for school. \$75/7000.

No. 606 P.R. man who will relocate to upper NY with chemical Co. and who is willing to start at a 2nd place in company that has unusual opportunity. \$8500.

No. 607 Young writer to work in non-profit organization on feature stories ... and publicity must be able to make good contacts. Male or female to \$6,000.

No. 608 Editor of women's fashion magazine ... 3/5 yrs. exp. must be able to take complete charge ... OPEN.

TREASURER'S REPORT

OPC OPERATIONS FOR THE MONTH OF September 1959 resulted in a loss of \$3,749.49 in contrast to a net profit of \$1,037.60 for the same month in 1958.

Cash assets totalled \$87,591.44. Of this amount, \$23,806.10 was in our checking account; \$62,327.06 in savings accounts and \$1,575.00 on hand.

Member's Equity stood at \$114,440.22 at the end of the month under review.

Net income for six months ending September, 1959 amounted to \$2,826.63 as compared with a net loss of \$595.43 for the same period last year.

Actually we made a net operating profit of \$90.39 for the month of September. However, expenses in the amount of \$3,839.88 were incurred for the Building Fund Drive.

Respectfully submitted
Franz Weissblatt, Treasurer

NOTICE

The Placement Committee would like to remind all members that its services are strictly limited to the Club Membership. In recent weeks great time and effort has been wasted due to 'members-friends-and relatives applying by phone-mail or in person...for placement help... Under Club rules the Committee cannot extend help to non-members.

SZULC OF TIMES GETS CABOT AWARD

Tad Szulc, South American correspondent of the *N.Y. Times*, and member of the OPC was among five men named for the Maria Moors Cabot gold medal at Columbia University for "advancement of international friendship in the Americas."

Other Recipients

The other recipients were Dr. Ricardo Castro Beeche, managing director of *La Nacion* of San Jose, Costa Rica; Clement David Hellyer, Latin American editor of *The* (San Diego, Calif.) *Union*; and Dr. Hernane Tavares de Sa, editor in chief of *Visao*, a Brazilian news magazine.

A special citation was awarded by proxy to 84 year old Juan Andres Ramiriz, for 45 years editor of *El Plata* of Montevideo, Uruguay. The recipients of the medals will be guests of the OPC next week.

PEOPLE & PLACES

(Continued from page 5.)

spoke on the Theatre from A to Z at a Woman Pays Club luncheon recently.

Wayne Richardsons back from Arizona...Amelia Lobsenz and husband returned from Washington, D.C. but leaving for Bermuda on vacation-writing trip...Walter Diamond and wife, Dorothy, back from trip through South America...John de Lorenzi ran across Allyn Baum and Nan Robertson (Mrs. Baum) on recent visit to London. George McCadden home again after two months in Australia.

Franz Weissblatt and wife leaving for swing around South America...Norman Reader off to Seattle, Wash., for christening of first Air France Boeing 707 Intercontinental jet by Governor and Mrs. Albert D. Rosellini...De Witt Davidson attending the World Travel Congress of the American Society of Travel Agents in Havana.

"Burma Moves Toward The West," an article by Gilbert Jonas is in *The New Leader*...Roland Gammon has articles on "How to Start a Church" in November *Good Housekeeping* and on "Hinduism" in November *Think*...Benjamin Fine's new book "The School Administrator and his Community Relations" will be out next February.

Esther Van Wagoner Tufty on a 2-week European trip to study operations of Radio Free Europe in Munich, Paris and Lisbon.



TWA FASTEST JETLINER IN THE U.S.

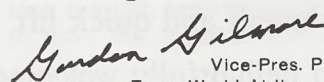
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the bright refreshment and quick lift
in Coca-Cola seem delightfully welcome.